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# EXTENSION SERVICE *Review*

JULY 1955

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UNITED STATES DEPARTMENT OF AGRICULTURE  
Federal Extension Service



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## Ear to the Ground

"Listen—Our New Agent is talking." This is the title of an article by Glenn C. Dildine of the National 4-H Club Foundation which will appear in next month's Extension Service Review. Through Dr. Dildine's sympathetic understanding of the new agent's problems, you will find inspiration and practical advice on how to help a beginning Extension agent get a good start on the job.

Other tips for the county staff, in the August Review, are on how to display your bulletins to good advantage, office timesavers, and methods of establishing county farm and home centers.

Your September issue of the Review will include a number of articles on evaluation. They have been carefully written to give you many helpful suggestions on appraising your own program of work.

On the lighter side, have you discovered the major new crop that is growing in our rural areas? The mushrooming of tourist-filled motels and the roadside stands where transients buy farm produce has interesting implications for Extension workers . . . probably will call for an article on the subject one of these days. CWB



Our COVER and back page this month might be dedicated to those who are storing well our great supplies of grains. See the article "Clean Grain Is More Than a Campaign" on page 132.

*An action program  
for improving . . .*

## FARMING in

# LOW INCOME AREAS



**DON PAARLBERG,**  
Assistant to Secretary of Agriculture

**P**RESIDENT EISENHOWER, on April 26, transmitted to the Congress a special message calling for action which would improve opportunities for the one-fourth of our farm families with cash incomes of less than \$1,000 a year.

"We must open wider the doors of opportunity to our million and a half farm families with extremely low incomes—for their own well-being and for the good of our country and all our people," said the President.

Secretary of Agriculture Ezra Taft Benson, in a letter to the President, recommended "the launching of pilot operations in not less than 50 of the 1,000 low-income counties during the coming fiscal year."

The Secretary went on to say, "In addition, community development programs can be undertaken. Thus practical experience can be gained in a limited number of areas, and those elements of the program which proved most successful can be utilized as the program is broadened. In the pilot operations, efforts will be made to develop the best practical program of action, having in mind the people, the resources, and the whole range of opportunities. Real progress can be made only through emphasis on matching local plans and efforts with both the individual needs and the actual resources available for individual improvement.

The program outlined by the Secretary comprises the following action elements:

1. Expand and adapt agricultural Extension work to meet the needs of low-income farmers and part-time farmers.

2. Develop needed research in farm and home management, human nutrition, population, marketing, and in evaluating experience gained by the pilot program.

3. Provide additional credit for low-income farmers, and extend Farmers Home Administration services to part-time farmers.

4. Increase technical assistance, such as provided by the Soil Conservation Service, to low-income farmers.

5. Request the Department of Health, Education, and Welfare to encourage the States to expand vocational training in rural areas of low income, instituting as many as 12 pilot operations during the school term starting in the fall of 1955 in order to gain experience needed for broad expansion of this extremely vital part of the total program.

6. Request the Department of Labor to strengthen the Employment Service in rural areas and to further adapt it to the needs of rural people. Areas of rural underemployment should be identified and included as part of the labor-market services to facilitate job adjustments.

7. Undertake to get more effective programs developed to induce the expansion of industry in rural low-income areas, using facilities of the Departments of Labor and Commerce and the Office of Defense Mobilization.

8. Call upon the State agricultural colleges to make substantial research and Extension contributions to a co-operative venture, employing in part the increased Federal funds already included in the 1956 budget request.

9. Aggressively encourage farm, business, and other leadership to assume local responsibility and to unite in efforts to aid in the development of agriculture's human resources, using trade area and community development programs to increase incomes of farmers and raise living standards. Expansion of these self-help programs should be assisted by the various governmental agencies concerned.

The program outlined by Secretary Benson and recommended by the President will be headed by True D. Morse, Under Secretary of Agriculture and himself a product of a small farm in a low-income area in Missouri.

"Many of our farm people have been served inadequately by the farm programs of the past," says Morse.

*(Continued on page 133)*



# CLEAN GRAIN

## *is more than a CAMPAIGN*

### *It's a habit*

#### CAUSES



INSECTS



RODENTS



BIRDS

Good housekeeping, regularly practiced, is a major means of protection for stored grain. Here are some tips for farmers: Clean and spray your bins.

Make them rodent, bird, and weather tight. Spray or dust the grain with protectants. Inspect it frequently and fumigate when necessary.

#### CURES



CLEAN UP



SPRAY



FUMIGATE

**"O** H BEAUTIFUL for spacious skies  
For amber waves of grain..."  
It's a beautiful picture. But the \$250 million annual loss from insect and rodent damage to grain isn't so pretty.

That's the problem facing producers, handlers, processors . . . and challenge facing extension workers.

Keeping grain clean is the only way to reduce this loss. And now it can mean the difference between selling wheat for FOOD or selling it for FEED. It can mean also the difference between storing grain under price support loans or selling it on the open market for whatever it will bring.

The Food and Drug Administration has renewed its program of inspecting wheat in interstate commerce for contamination. Owners of wheat that is declared unfit are not only faced with considerable economic loss; they are also subject to the costs of legal action and demurrage.

In line with this effort to keep grain clean, the Commodity Stabilization Service has ruled that wheat to be eligible for price support loans must meet Food and Drug Administration Standards. Wheat must not

only meet these standards when it goes into storage . . . it must also meet them when it comes out.

Helping farmers, handlers, and processors to meet the problems of clean grain is Extension's job. It's a big one, but it can be done. Many States already have intensive clean grain programs underway. North Dakota, for instance, has a statewide grain sanitation committee representing some 50 interested educational, governmental, and commercial organizations. Similar committees are at work on a State or regional basis in Kansas, Oklahoma, Nebraska, Colorado, Indiana, South Carolina, South Dakota, Oregon, Idaho, and Washington.

Success of such efforts lies in involving those who stand to benefit in the planning and execution of clean grain educational programs. Here are a few suggestions for doing this:

Study the problem in your county and develop suitable educational activities as a part of the overall county Extension program.

Mobilize the available leadership to help plan and carry out clean grain educational activities.

Inform these leaders of all practices used to keep grain clean. This

may mean training meetings and regular conferences.

Develop community campaigns to destroy rodents and to clean, spray, and ratproof grain bins.

Direct your efforts to work with both adults and youth, and with both producers and handlers.

Organize contests, campaigns, and other activities designed especially for 4-H Clubs and other youth groups.

Supply local leaders with educational materials to use in extending the clean grain program.

Prepare news stories and radio programs on what's being done in the county. Play up the role of committee members.

Publicize all related demonstrations, meetings, tours, and youth activities to the fullest extent possible both before and after they are held.

Place leaflets and posters in farm stores, banks, elevators, and other places frequented by farmers.

Further information and help is available in a new pamphlet entitled "Facts About the Clean Grain Program" issued by the Federal Extension Service. Copies may be secured from your own State Extension Publications office.



# Mr. County Agent

## DO YOU KNOW—

**Who is required to be licensed under the Perishable Agricultural Commodities Act? What protection do growers and handlers have under the act?**

COUNTY agricultural agents are expected to know the answers to many questions. Here are examples. Does a trucker buying fresh vegetables, fruits, or other perishable products directly from farmers have to be licensed? If a farmer hauls his own perishable produce to market for sale, does he need a license? What is the Perishable Agricultural Commodities Act?

In 1930 fruit and vegetable shippers and buyers helped get an act passed to suppress unfair and fraudulent practices in the marketing of fresh and frozen fruits and vegetables. Rapid price fluctuations in these perishable products tend to encourage rejections by buyers or failure to deliver by sellers under existing contracts without reasonable cause. Also, growers or shippers in many instances had no effective method of determining if incorrect accountings of sales were given by commission merchants or brokers located in distant markets.

The question frequently arises, "Who is required by law to obtain a

PACA license?" Farmers selling only products of their own raising are not subject to license, but all other persons, including processors, who handle fresh and frozen fruits or vegetables which have been or will be moved in interstate or foreign commerce are required to obtain a license. Farmers who buy these products from others for resale, truckers engaged in buying or selling, and cooperative marketing associations that buy or sell the products of their members, all are required to have a PACA license, if the products have been or will be moved in interstate or foreign commerce.

Among the provisions for enforcing the PAC Act is the requirement of a license at an annual fee of \$15 for all persons engaged in interstate or foreign commerce of these products. The penalty for operating without a license is not more than \$500 for each offense, plus \$25 for each day the offense continues.

The Secretary of Agriculture is responsible for administering this act and the Regulatory Branch, Fruit and Vegetable Division, Agricultural Mar-

keting Service, is charged with carrying out the required operations. Persons desiring relief from unfair practices may send a telegram or letter to the Regulatory Branch, Fruit and Vegetable Division, AMS, USDA, Washington 25, D. C., setting forth the facts in the case.

Your fruit and vegetable Extension marketing specialist in your State has additional information on this act. Leaflets entitled "The Perishable Agricultural Commodities Act and How it Affects You" and "Licensing Provisions of the Perishable Agricultural Commodities Act., 1930, as Amended" have been sent to State Extension distribution officers.—*Russell Childress, Federal Extension Service.*

### Low-Income Farming

*(Continued from page 131)*

"Here is a real challenge to help farm families with low incomes to help themselves."

The new program will get under way as rapidly as machinery can be put in motion. Many of the activities are already in operation and need only to be adapted, coordinated, and strengthened. What is new about it is the integrated attack and the drive behind it.

"Extension people will have a large share in guiding this program," said Morse.

**EDITOR'S NOTE** — *The Report on which recommendations are based is entitled Development of Agriculture's Human Resources. Single copies may be obtained from the Office of Information, USDA, Washington 25, D. C.*

### Visual Aids Tip

Good office management was the subject of a series of meetings in Washington State recently. On a cardboard triangle, used as a visual device, the following words appeared on the base and sides: Physical arrangement of equipment, office personnel relationships, and public relations. Each corner of the triangle was painted red. When the triangle was spun, it created the illusion that the points ran together, thus illustrating the fact that these three are closely correlated.



South Carolina watermelons from a supply of a Washington, D. C. commission merchant are being reloaded to a truck bound for Hoboken, N. J.



# BRUCELLOSIS ERADICATION PROGRAM *Gains Momentum*

CHARLES E. BELL, Chief, Animal Industry Branch  
Federal Extension Service

A vigorous educational program on brucellosis eradication is being conducted in most States to acquaint cattle owners with the need for ridding the Nation of this costly disease of livestock.

In 1946 the loss of milk and calves and cost of required replacements amounted to the enormous sum of \$90,000,000 annually, when the incidence of brucellosis was reported at 5 percent. Now the incidence has been reduced 50 percent, yet the annual cost of this disease, estimated at \$45,000,000, is still a great economic loss. Much hard work remains to be done before brucellosis is eradicated in beef and dairy cattle herds.

Extension workers are attacking the problem vigorously by helping to organize and work with State and county brucellosis committees. These committees are composed of representatives of all interested agencies and groups and are responsible for supervising the overall educational activities.

The job ahead is a tremendous one, but not impossible. The most difficult

phase in any campaign is the "follow-up" period after the enthusiasm generated during the promotional period begins to wane. We must guard against slackening our efforts and developing a false sense of security when we pass "over the hump." The disease is too insidious in nature and the stakes too high to risk losing all that has been gained by stopping short of the goal.

At the 1955 annual meeting of the National Brucellosis Committee, held in Chicago May 12, progress reports from the States indicated an increasing tempo of eradication activities. The committee urged wider use of the milk or cream ring test for locating infected herds; calf vaccination as a means of developing resistant young animals to replace the animals removed; and cleaning and disinfection of premises where diseased animals are found.

An indication of the increased participation already accomplished is shown by the national figures comparing the first quarter of 1954 and the similar period of 1955 as revealed by

Dr. A. K. Kuttler, United States Department of Agriculture's head of brucellosis eradication.

	Jan., Feb., and March of 1954	Jan., Feb., and March of 1955
Practicing veterinarians employed by Federal Government	73	3,889
Cattle blood tested for brucellosis	2,695,303	4,518,754
Estimated cattle, milk or cream tested	3,698,303	4,711,275
Reactors slaughtered	32,824	86,065
Percentage of infection	2.4	2.5
Calves vaccinated	1,231,674	1,435,097
Certified brucellosis-free herds	56,697	64,066
Modified certified brucellosis-free areas	319	358

## *Analysis of Progress to Date*

Dr. Kuttler stated that the volume of blood, milk and cream ring testing and calf vaccination against brucellosis is continuing to increase each month. He predicted that with the present rate of progress many of the major livestock producing States will be ready for certification as modified, certified brucellosis-free areas within the next few years. Dr. Kuttler pointed out that the most significant items in connection with the stepped-up program are:

1. Enthusiastic acceptance on the part of livestock producers to have something done about this problem which has caused such heavy losses in both breeding and dairy herds during the past year.
2. A willingness on the part of practicing veterinarians to perform necessary service at the farm and ranch level even though they could in most instances perform similar veterinary service which would be more remunerative to them. Stronger support from all agencies with the livestock industry was noted.
3. The percentage of Brucella infection has remained at the same



Brucellosis infection causes a 20 percent reduction in milk output. This means that 1 cow in every 5 in an infected herd is cancelled out as a milk producer.



low level reached last year even though many times the number of cattle have been tested in recent months as compared to the same period a year ago.

This is a compliment to the educa-

tional work done by county agricultural agents, farm and livestock organizations, farm press, practicing veterinarians, and others who have been supporting the program.

Each reduction of 1 percent in in-

cidence of the disease represents a saving of \$20,000,000. The reduction in losses is greater than all the State and Federal money that has been spent for eradication. The program is a good investment.

*You can save money by*

## KEEPING RECORDS



A. B. KENNERLY  
Extension Information  
Specialist, Texas

**I** KEEP the records for Uncle Sam, but I make mighty good use of them myself," says John Haschke, a farmer of Gonzales County, Tex.

Income tax statements can be useful if farmers study them for leaks in the farm business. And if the county agricultural agent has some farmers who bring their statements to him as Mr. Haschke has done, the opportunity for service is made easy.

Back in 1941 Haschke took his tax statement and his problem to the county agent. There was good evidence that his cattle were losing money for him, a loss being covered up by high profits from his laying hens. The problem he proposed to the county agent was how to make the cattle pay their way.

Selling the calves at weaning time eliminates dry-lot feeding. A rotation of temporary pastures in summer and winter was recommended. Gradually, losses were turned to profits.

"He has some more improvements to make in his pastures," says F. M. Stockton, his present county agent. "He's clearing trees and brush from his permanent pastures to give the grass a better chance to grow."

Haschke started many years ago on his 365-acre mixed sandy land farm with little more than a keen desire to make a success of farming. That he has been able to make a success from assistance given him by his county agents is indicated by a story he enjoys telling.

"Several years ago, an agent from the internal revenue department came into the county and asked why it was that my income taxes were always ahead of other farmers in the county. I explained that I just worked more closely with the county agents than anyone else did."

County Agent Stockton does not hesitate to use Haschke as a key demonstrator for sound farm practices to lift the incomes of the other farmers in Gonzales County. While few approach the \$20,000 annually that Haschke has made, those who do follow sound recommendations find their income tax statements reflecting the improved conditions on their farms.

John Haschke's records are quite complete. He can tell you to the cent how much money he made from grazing cattle in a field of barley during the winter, or he can tell how much labor cost he was able to save by letting his customers harvest his truck and berry crops themselves. "All of the brush and trees will be out of my pastures in 2 years, and I'll be able to tell how much more gains in cattle I have made by this operation," he predicts. "Then, by dividing the cost over a period of years, I'll know how much the gains have cost me."

Checking returns and expenses for all operations on the income tax statements with Haschke has enabled the county agents over the years to plan the entire farming operations and tie them together. "If any one of my

farm enterprises falls down, the whole structure is weakened," he says. "My records show corn yields have increased from 20 to around 60 bushels an acre since I have been planting peas on cornland for soil building. If I failed to plant peas, my corn yields would drop, the cost per bushel would go up, and my profits from hens and cattle would shrink.

"If my Sudan crop in summer should fail," Haschke continued, "I would have to turn the cattle into my permanent pastures. They would be overgrazed and then I would be in real trouble."

The county agents who have served in Gonzales County over the past 30 years have helped Haschke to plan soundly and well. If anything goes amiss, the new income tax statement will show it. The operations will be adjusted, then there will be another farm tour to show others in Gonzales County what has been learned.



Harold Kennerly learns a bit of corn culture from County Agent F. M. Stockton.



# How to sell that famous product . .



## In TEXAS

A COMMERCIAL organization in Houston, Tex., wanted to give their customers higher quality eggs. F. Z. Beanblossom, Extension poultry marketing specialist, was consulted on possible areas of heavy egg production within easy hauling distance of Houston.

After careful study, the organization selected the Lavaca County area. In 1947, an existing plant at Hallettsville was bought, rebuilt, and equipped to turn out the highest possible quality poultry products. Eggs were the major commodity; broilers and turkeys were secondary.

Jack Lindsey, agricultural agent of Lavaca County, and Beanblossom immediately commenced the planning phase of an educational program that has completely changed egg marketing in the county.

Lindsey and his helpers literally put to use every teaching means at their disposal. They talked, made personal visits, and used slides, posters, circular letters, news stories, the radio, meetings, demonstrations, and 4-H Club members in conducting the educational program to make the shift to a marketing program which was established on the basis of buying and selling eggs for a price differential based on quality.

Problems came thick and fast. Among them were a lack of knowledge by producers as to what really made a quality egg of A or AA grade standard. Why did the grades fluctuate? Why spend the time to gather eggs 3 or 4 times daily? The smokehouse had been used for storage for years, so why wasn't it suitable now? There was no systematic pullet replacement plan. People did not recognize that old or diseased hens or those infested with parasites didn't have the ability to produce top quality eggs. And bloodrings showed up. There was a lack of confidence in a graded egg program. This stemmed from a resistance to changes and a lack of understanding operational procedures required to insure the success of the program.

There were other problems. Opposition to buying eggs on a graded basis came from current receipt buyers. Research information was frequently not available to back up the recommendations which the leaders had to make to solve pressing problems. The educational leaders had to do the job the hard way, but fortunately, the decisions made proved to be the right ones. Beanblossom often called upon his 35 years of experience in poultry marketing for answers.

During the first week of buying on a graded basis only 25½ cases of eggs were purchased. This was in early December 1947. The second week 23 cases were delivered to the Hallettsville plant. By the latter part of the month the volume dropped to 17 cases. The lack of confidence in the program, opposition to the change in marketing, and a tendency for producers to check prices at other buying stations are cited as possible causes for the low initial volume and the drop.

By March of 1948 purchases had climbed to a high of 419 cases a week. The supply fluctuated widely. During the early weeks of operation the number of producers ranged from 50 to 75. Today the figure stands near 700.

The early deliveries ran from 30 to 35 percent Grade C eggs, but during the year December 1, 1952 to December 1, 1953, purchases of 1,002,310 dozens contained less than 1½ per-

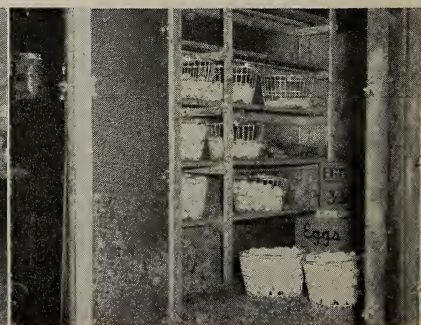
### The Producers



### Candling Eggs



### Storing Eggs







Consumer prefers the graded eggs.

cent Grade C eggs. This volume came from Lavaca County.

Flocks have doubled in size. Eggs are delivered by many producers each day and three or more times each week by most others. Planned and systematic flock replacement is a common practice. The laying flocks are kept young.

Producers are quality conscious. They know a lot about producing quality eggs and what makes quality possible. A large proportion of their output is cartoned and labeled U. S. Consumer AA large grade. Their pullet replacements come from breeding flocks with known production records.

*(Continued on page 143)*

## Delivering Eggs



A 4-H boys' cooking club of Westlake, Ohio, appears on TV program with Rachel Van Cleave, WEWS-TV, Cleveland.



Merrill A. Winbigler, Shelby, Ohio, poultryman, and Eleanor Hansen, WHK, Cleveland, Director of Women's Activities.

## In OHIO

**S**UPPOSE the Extension Service in X county decides to help producers really do a promotion job during "egg month" for example, how do we go about it?

Harold Ward, Extension agent in Cleveland, Ohio's largest city, and Leonard Melching, manager of a federated egg warehouse and sales agency serving seven Ohio producers' marketing associations, have some of the answers.

First in importance is timing. The poultry industry gives eggs special promotion in January. Ward and Melching worked well in advance of December 1 to interest the key people, home economists. The home economists in business write for three metropolitan newspapers and for a house organ widely distributed by a grocery chain. They work for gas and electric utilities and for the leading restaurants. They have time on radio and TV stations. In other words, they reach a large audience.

Well aware of the nutritional value of eggs and their importance in the family market basket, the home economists accepted Extension's invitation to take an educational tour. Melching accompanied them to an egg assemb-

ling and grading center and to four commercial poultry farms.

The temptation was strong for Melching and Ward to make speeches, but it was decided to ask the farmers to explain the newer methods used in the egg business.

What did the farmers tell the home economists? That eggs were selling too low, or that farmers were going broke? Oh, no, they explained the science behind the egg industry. They let the candlers tell and show how they candle eggs and how the egg-sizing machine works.

At the Bishop poultry farm, the home economists learned about trap nesting and breeding for high production. Automatic feeders moved by time clock and the investments in housing and labor-saving equipment impressed the women at the Brinkman poultry farm. Cleaning and cooling eggs from 7,000 hens takes a lot of time and protects quality, they learned.

The noon meal on tour day served by Mr. and Mrs. Merritt Winbigler in their farm home gave the home economists opportunity to experience rural hospitality and informality. Eggs on the menu? "Of course," wrote one of the economists in her story. "A hard cooked egg with golden Win-

*(Continued on page 143)*



## Good-bye, Mr. Roach

**A**N INTENSIVE pilot program on roach control is being conducted in 10 Southeastern States this year—Alabama, Arkansas, Florida, Georgia, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, and Virginia. State Extension entomologists and county Extension agents are cooperating in this effort to control this pest.

This pilot program is based on cockroach control under the slogan "Good-bye, Mr. Roach." Although

this program will lead to the control of many household pests, it was deemed wise to pinpoint it to one bug, the cockroach. This is an important and very widely distributed pest. Local leaders and 4-H Club members will be able to use the flannelgraphs and give demonstrations because the campaign is limited to one pest. Industry planned to have ample supplies of insecticides available locally to support the educational work.

Federal and State Extension en-

tomologists and a commercial company and their entomologist have cooperated in preparing materials to help in this campaign. These aids include a motion picture, "Good-bye, Mr. Roach," both color and black and white films; flannelgraph kits, and a circular entitled "Good-bye, Mr. Roach."

Later, States not included in the pilot program will be given an opportunity to indicate the materials desired for use in 1956.



## Counting Cotton Pests

**T**HE BOLL weevils that cause trouble for cotton farmers in Georgia are also providing opportunities for the 4-H boys in Dooley County to make money. The boys have been making accurate infestation counts on cotton which help the farmer know whether he should spray or not.

Farmers save money and the boys earn some money. One 16-year-old boy checked 700 acres in 1953 for a

farmer and made \$250. The farmer said that he had saved him \$1,800.

The boys make infestation counts by inspecting the terminal buds (the upper 3 or 4 inches of the plant). There they look for tiny bollworm eggs or the worms themselves. If they find any number of eggs or 4 to 5 worms in 100 terminals, the farmers are advised to poison.

During the last 2 years, 35 boys

have received training in the program. It all began with the cooperation of four banks and the help of Dr. C. R. Jordan, Extension entomologist of Georgia. First, the boys attended an insect control short course at the Coastal Plain Experiment Station at Tifton, then Dr. Jordan spent 2 days in the field showing the boys how to recognize insects and insect damage.



## Freedom from Flies

**S**OUTH CAROLINIANS are again carrying on a concerted drive to insure a fly-free summer. The success of last year's work to control flies has given them an incentive to do even better this year.

Through coordinated effort in 1954 more than 25,000 farmers used successfully a new fly-control material—malathion. The campaign last year got off to a good start when fly demonstration meetings were held in all 46 counties the first week in May. All meetings were well attended by

local leaders, who in turn relayed to their neighbor farmers what they had learned about controlling flies. Meetings where these local leaders assisted were attended by 1,200 persons.

The widespread use of flakes containing malathion and the malathion emulsifiable concentrates in the State are directly traceable to these demonstrations. Result demonstrations gave many persons confidence in their ability to control flies. They have also been responsible for many spontaneous house fly control cam-

paigns throughout South Carolina.

Significant progress was made in reducing fly population in connection with the animal enterprises, especially poultry and livestock. Because 1954 was a dry year the fly-control work was much easier than it would have been in a wet year.

W. C. Nettles, leader in Clemson College entomology and plant disease Extension work, says that the wide use of baits to attract and kill flies is the key to control, especially where animals are kept.





## An Armyworm Invasion

A JOB of coordination that Extension workers can well be proud of was carried on last summer in northwestern Minnesota. The occasion was an invasion of armyworms, the larva of one of our common moths. Several billion of the hungry, inch-long, twine-thick green little fellows kept county agents and Minnesota State entomology staff members on a 24-hour alert for about 9 days starting July 14.

Alert county agents in the 20 Minnesota counties affected realized that the situation was serious, and by wise and quick action turned possible crop losses into money for farmers. Acting quickly, these agents lined up neighbors in a stricken area and helped them arrange for plane spraying.

To give an idea of what an armyworm invasion means, County Agent Nick Weyrens of West Otter Tail County tells his experience. "The first armyworms were discovered in

the county by Steve Piekarski on July 15. We drove to his place and looked over a 50-acre barley field. There wasn't a leaf left. Within the next 2 hours we visited seven of Steve's neighbors and found their fields all infested but not as badly damaged.

"We then went to the airport, picked up its manager, and in the next 3 or 5 hours we covered much of the western part of the county. All the farmers were more than willing to agree to spraying. By 7 the next morning 14 planes were lined up. By 9 o'clock there were 150 farmers who were sure that if they didn't get a plane out over their fields within the hour all their crops would be gone by night. The airport manager took over the spraying operation from then on. I went on the air every day at noon and had articles in each issue of the paper. I visited each farm whose owner wanted me to come out. He would have several of his

neighbors at the hit field when I got there so I could explain the life cycle, damage, and control methods quickly to all of them.

"For 10 days I worked from dawn and wound up my last farm visit by flashlight and car lights about 10 p.m. Damage to the county was about 5 to 8 percent of the crop. As an example of the spray's effectiveness, 2 days after John Jennen's flax field was sprayed, I squared off a foot and counted 35 dead worms within it."

One of the biggest problems throughout northwestern Minnesota was getting enough insecticide to the right places at the right time. Army transport planes came to the rescue and flew in insecticide supplies from Georgia, Montana, and Iowa to supplement local supplies. Contracts were made with airplane operators, and by the end of the week 1,100,000 acres of cropland in the area had been sprayed by 25 planes.



## Farmers Win Battle of Insects

INSECTS take an annual toll of at least \$60,000,000 from Louisiana farmers every year. The extension entomologist has endeavored to reduce this loss and increase the production of crops and livestock through the increased use of insecticides.

The educational work has been accomplished through issuing annual recommendations for insect control of various crops, working with county agents in getting the information to farmers, holding educational meetings, method demonstrations, and result demonstrations on the farms. Farmers generally have been receptive to this information,

and it has resulted in a tremendous increase in the use of insecticides and in crop and animal protection from insects. This protection has been reflected in increased production of our various crops and livestock.

Cotton is the most important crop produced in Louisiana, and more insecticides are used on this crop than on any other one. In 1949 slightly less than 7,000,000 pounds of insecticide dusts were used, the greater part on cotton. In 1953 approximately 39,000,000 pounds were used. The amount of 3-5-40 cotton dust, which is the most popular and widely used dust formulation, increased from 3,000,000 pounds in 1949 to 19¼

million pounds in 1953.

In 1949 less than 25 percent of the cotton farmers were using insecticides. In 1954 more than 90 percent of all cotton farmers used insecticides. With the increased use of insecticides has come improved methods of application. Practically all the insecticides used in the alluvial valleys of the State are now applied with airplane.

The great increase in insecticides has been reflected in a much greater crop production. In 1949 the per acre production of lint cotton in Louisiana was 329 pounds. In 1954 the average per acre yield of the State was 419 pounds.

# A TELEVISION PIPELINE

ROBERT L. NEMCIK,  
Extension Television Service,  
Michigan

**M**ORE than 100 groups eagerly watch Extension specialists from Michigan State College each Wednesday night—and the specialists never leave the campus. A television pipeline from the college to adult education classrooms has been established through the program “Talking Sense.”

“Talking Sense” is a weekly 30-minute telecast on rural problems in production, marketing, and public affairs. The programs are designed for—and beamed directly to—groups which participate. A packet of materials covering each telecast is sent to the discussion leader in advance. These materials are used both before and after the show to facilitate discussion.

Although “Talking Sense” is designed for farm people, it is also of considerable interest to urban folks. In fact, many of the programs, especially those devoted to citizenship, trade, and the United Nations, are of as much interest to urban residents as to rural people.

When the series started on October 6, 1954, only the college station, WKAR-TV, carried it. Several other stations now pick it up. Kinescope recordings are telecast over WOOD-TV, Grand Rapids; WNEM-TV, Bay City; WPAG-TV, Ann Arbor; WMBV-TV, Mariette, Wis.; and then retecast again over WKAR-TV. In all, each show is on the air six times—twice during the evening, and four times during the day.

Through television, specialists reach thousands of people, compared with a few hundred in group meetings. Persons now watching “Talking Sense” include members of adult vocational agriculture classes, home demonstration groups, and Farm Bureau and Grange discussion groups.

The packet of material sent to each group includes a script of the show, plus other related information in bulletins and pamphlets. This information supplements the telecast by

aiding in the discussion that follows the show.

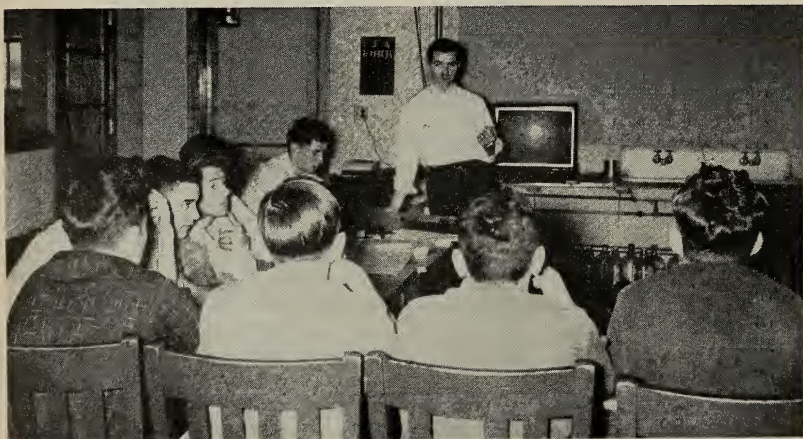
The effectiveness with which a captive audience uses this program depends on local leaders. To help them adapt the program to their own use, training meetings are held. Information and discussion of the general subject areas and in the use of the program are important if the leaders are to use the program most effectively.

There are many advantages to aiming the telecast at a captive group audience. Each individual in a group concentrates on the telecast more than if he were viewing the show alone, and he also has the advantage of a discussion to stimulate and implement his thinking. He not only learns more through group interaction and thought, but he also spends more time on the topic before and after the telecast than he would alone.

The preferred telecast time is about 8 p.m., so that it can be integrated into group meetings. However, since Class “A” time is generally not available for local TV programming, most of the stations carry the show as a public service in the afternoon.

The total cost of producing “Talking Sense” runs from \$200 to \$225 for each show. This includes \$150 for kinescoping, \$20 to \$30 for visual aids, and the rest for student help and package materials.

Daniel Sturt, Extension specialist in agricultural economics, is the originator and coordinator of the series. He is assisted by the author, who is a senior in agricultural journalism, and Del Murphy, a graduate student in agricultural economics.



Vocational agriculture instructor Clayton Preisel leads his senior class in a discussion after a program on milk marketing.





Members of the Worcester County Extension staff await the "on the air" signal to begin a special program commemorating their 25th year of broadcasting the "Farm Roundup" on WTAG, Worcester. Seated left to right: William Goss, Mildred Thomas, Charles W. Turner. Standing: Mrs. Evangeline D. Standish, Lewis Hodgkinson, and Herbert L. Kruger.

# Celebrating 25 years of RADIO

ROBERT C. SIMMONS  
Extension Radio Specialist,  
Massachusetts

area, the Worcester County staff must entertain and inform not only the full-time farmer, but also the city apartment dweller and suburban backyard gardener. The program's new 20-minute format permits such diversity.

Charles W. Turner, County Extension Director, is master of ceremonies for the three-part program. The first segment brings to the listener timely information from urban house and grounds agent, Lewis Hodgkinson. The second portion is conducted by

WORCESTER COUNTY, Mass., probably has one of the longest running Extension radio programs in the Nation. "Farm Roundup" has been on the air regularly since 1930 over WTAG, Worcester.

Located in a highly industrialized

DOROTHY V. SMITH  
Assistant Editor,  
New Jersey Extension Service

COMPETITION for a TV audience is keen at midday. There are some popular programs on the airwaves at that hour in the New York-Newark metropolitan area. There's hillbilly Ernie Ford, also Susan Adams, who has a food show, and a children's circus program.

But when the candles were lighted on the fourth anniversary of our program called "A Woman's Work," we were doing all right, if the size of the mailbag is a good indication.

This program had its beginnings when Mrs. Margaret C. Shepard attended a regional marketing conference in New York City. Mrs. Shepard is senior home agent in Essex County, a county with almost a million persons living in a 124-square-mile area. Mass communication is an absolute necessity in her job. Speakers at the conference talked about TV as a means of getting across consumer ed-



ucation, and Mrs. Shepard decided to try it.

The idea was presented to administrators at the State office, the County Home Economics Advisory Council, and the Board of Freeholders. All gave their blessings for a weekly half-hour show. Station WATV, the only television station in New Jersey at the time, welcomed the idea cordially. The program made its debut April 5, 1951.

On that day, Mrs. Shepard and Alice Gaston, associate home agent,

1 of 4 home agents, and includes as its weekly feature, the best food buys, presented by agent Mildred Thomas. The third and final daily feature is agricultural news, replaced each Wednesday by news of Worcester County's 4-H Clubs.

Between segments of the program, Turner announces coming meetings and events, and WTAG announcers give up-to-the-minute weather information. A complex recording schedule makes it possible to tape the three segments on different days of the week, whenever the agents' crowded calendars allow time for it.

Turner believes that the change of pace afforded by the new format and the cross section of interests it satisfies make it well worth the headaches involved in producing each program "in pieces," and then editing and combining into one smooth-flowing production.

"We realize that ours is a moving audience," Turner says. "They're not just sitting and listening specifically to our program. They're waking up, getting breakfast, doing dishes, driving the car, and milking cows. We use 4 voices (5, really, counting the

*(Continued on page 143)*

# 4 years of TV

Mrs. Margaret C. Shepard, home agent of Essex County, N. J., receives congratulations and a cake on the fourth anniversary of her TV program. "A Woman's Work." Joseph F. Hauck, (left) marketing specialist, and Max Kirkland, radio and television editor, are Extension Staff members at Rutgers Univ.

presented ideas for bridal showers, allowing about 5 minutes at the end for the "market basket," a report on best food buys of the week.

After 4 solid years—there's no summer replacement—no major changes have been made in the format. There's a feature of the day, sometimes serious and sometimes light,

*(Continued on page 142)*



## 4 Years of TV

(Continued from page 141)

with the "market basket" for the windup. Sometimes Mrs. Shepard and Miss Gaston are on together, other times one of them carries the whole show. A recently appointed assistant home agent, Mrs. Patricia Heemstra, has fast become initiated as a performer.

"We plan shows 3 months in advance," Mrs. Shepard said. "We have guests — neighboring home agents, New York City regional marketing staff, extension agricultural agents, homemakers, volunteer leaders, and people from the Newark Museum. We seldom have commercial people, but sometimes invite representatives of an industrial association."

### Station Cooperation

Cooperation at the station is wonderful. The people on the show preceding "A Woman's Work" often suggest that viewers stay tuned in, and the food show that follows our program sometimes mentions our giveaway bulletin or whatever we have available.

Our time has been changed from 11 to 3:30. Now it's 12:05 to 12:30, which isn't good, women say, but it hasn't made any difference in the mail.

### Publicity Is Good

A weekly story about the program goes to the weekly and daily papers in the listening area in North Jersey. The station puts it in the "TV Guide" and gives the show an occasional spot plug. All letters and printed material which go out from the Essex County Home Economics Extension Service office bears a stamp, "A Woman's Work"—See Your Essex County Home Agents each Thursday at 12:05 p.m. WATV, Channel 13."

Another promotion trick Mrs. Shepard uses is to provide guests with postcards to mail to their friends announcing that the guest will appear on a certain show on a certain day. Having homemakers as guests, in itself, is good public relations for the program.

Although Mrs. Shepard had noticed some dropping off of attendance in home demonstration meetings before she started the television program,

there are few empty seats at Extension meetings now. Whether the TV show had anything to do with this isn't actually known, but it's a safe guess that it has. Announcements of meetings are sometimes made on the program.

### The Mail

That surest measure of the success of any TV or radio program, the mail, is both a problem and a source of satisfaction to all three Essex County home agents. The problem involved is that there are only three secretaries, one working part time, to answer requests and do all the other secretarial work of the office.

A series of 3 programs on getting ready for Christmas pulled 433 requests; another on wills and inheritance taxes, 268; summer soups, 109; bathing a baby, 182; making cafe curtains, 227; wallpapering, 86; economy packaged mixes, 182; blueberries, 218. All these letters were in response to offers of leaflets. It's a policy to offer some followup material on every show—sometimes material provided by the college, other times leaflets written by the agents themselves.

### One Series Surveyed

Alice Gaston, who handles the clothing part of the county program, recently had a series on "How to Make a Dress" and offered written instructions so women could sew along with her on the show. The offer drew 346 requests, and this provided the material for an evaluation conducted with the help of Gladys Gallup of the Federal Extension Service. Letters went to every third person who wrote for sewing instructions, and here is some of the information learned from the replies.

Sixty percent said they received a great deal of help; 32 percent said the series helped them sew very much better; and 13 percent said some better. Thirty-six percent said they actually made dresses, and 46 percent said they used some of the sewing methods shown.

Another program of Miss Gaston's showed how to make a child's coat. In response to this, one woman wrote: "Your program helped not only me, but also several mothers in our apartment building. We gathered in my apartment, since it is large, and had a regular sewing class.



A true pioneer in Extension, MISS MAY CRESSWELL, retired in February as State home demonstration leader in Mississippi after completing 37 years of Extension service.

### Potato Growers Build Storage Unit

Bulk handling of farm produce in Michigan, which has been increasing in the dairying and fertilizer trades, is now moving into the potato fields.

The Emmet County Potato Growers Association is building a new \$75,000 storage unit on highway US-31 just south of Levering. It is designed to handle their potato harvest and marketing problems. It will store potatoes in 1-ton pallets—boxes 4 feet cubed—and will receive them boxed, via forklift trucks, from the field. Air conditioning, sorting, cleaning, and grading equipment will be part of the new program.

Growers will pick the sales "pool" in which they desire to offer their potato harvest. Robert S. Lincoln, Emmet County agricultural agent, is working as a special adviser to growers on cultural, harvesting, marketing, and other problems. Growers put up \$4,000 so that Michigan State College's Cooperative Extension Service could finance an assistant to take over some of Lincoln's regular agent duties.



## That Famous Product— the Egg

(Continued from page 137)

### In Texas

Their management practices have changed. Disease and parasite (internal and external) prevention and control practices are a part of most operations. They cull regularly, and several are now using the cage system. Feeding programs have been changed. Housing has changed from the small type houses of former years to structures which adequately care for 1,000 or more hens. Labor-saving equipment has been installed, and the business is as efficiently run and managed as a manufacturing plant.

Producers today are striving to produce a top quality and large size egg. They are after size, internal and external quality, and are helping themselves to achieve the objective by frequent delivery, bringing only clean eggs, and by a careful check of every grading ticket. A change to a lower grade immediately calls for an explanation which the egg buyer is happy to give. A specially prepared grading ticket is used on which the grader checks faults found in the eggs. Producers want to know if they are at fault so they can make needed corrections.

All of the problems haven't been solved. Research is needed on the problem of maintaining egg quality on the farm. That involves storage, temperature, and humidity. At the present time, work is being done in the county to check the effectiveness of mechanical and evaporative type coolers. This study is a practical approach to the problem since it is being conducted in connection with a commercial egg production operation. Early and inconclusive results indicate that the number of Grade A eggs from a flock may perhaps be increased by as much as 25 or 30 percent during hot weather by fast cooling and holding at controlled temperature and humidity levels.

A continuing educational program is needed to keep producers informed on latest production findings, changes in consumer demands, quality factors, and a systematic replacement program.

### In Ohio

(Continued from page 137)

bigger Special sauce is a must for everyone." The recipe for that sauce was printed in a magazine with 150,000 circulation.

The director of women's activities for a Cleveland radio station invited Mr. Winbiger to an interview in January. He talked eggs.

The three Cleveland newspapers printed egg pictures, egg stories, and egg recipes during January. In the home economists' columns, city folks were getting a glimpse of an egg farm and a clearer understanding of what makes good quality eggs possible.

Can this two-way relationship be improved? Yes, say Ward and Melching, by making the initial plans and contacts further in advance, maybe 60 days instead of 30 days ahead of the opening gun in the campaign.—*C. F. Christian, Agricultural Editor, Ohio Extension Service.*

## 25 Years of Radio

(Continued from page 141)

weather announcer's) during the 20 minutes to keep changing the pace, bringing this moving audience back to attention."

Another highlight of the radio services performed by Worcester Extension personnel has been the daily "crop-pest control messages" broadcast during the growing season. Extension fruit specialists make an early-morning check of orchards in the area. They telephone spray recommendations to the station, and a telephone recording of the message is used during a WTAG newscast. It reaches fruit growers at a time when advance notice of just a few hours may mean the saving of several thousands of dollars by preventing insect damage.

Despite its urban location, Worcester County ranks high among the agricultural counties of the Nation. Each year some 30,000 city people and farmers swarm to the Worcester County Farmer's Field Day, cosponsored by Extension Service, to watch demonstrations of new farming equipment and methods. WTAG carries daily remote broadcasts from the field day, and helps immensely in promoting the event.

**PLANT REGULATORS IN AGRICULTURE.** Tukey, H. B. et al. 269 pp. John Wiley & Sons, New York. 1954.

• What are plant growth regulators? How do they operate? Where do they belong and how used in agriculture? This book gives the basic principles regarding these new and exciting chemicals. It is written by a group of 17 experts for the agricultural leader who wants to have an up-to-date working background for teaching, advice, and practice. The 16 chapters deal with such phases as plant regulators in propagation, fruit set, blossom thinning, preharvest drop, plant breeding, fruit ripening, sprout inhibition, weed control, and equipment for application.—*R. J. Haskell, Extension Plant Pathologist and Horticulturist.*

**SOILS AND FERTILIZERS** (Fourth Edition). 1953, by Firman F. Bear, Professor of Agricultural Chemistry, Rutgers University; Research Specialist in Soils, New Jersey Agricultural Experiment Station, John Wiley & Sons, Inc.

*Soils and Fertilizers* has been on the desks of many of those interested in learning about soils since 1924. Students should find the revised copy a readable text book especially when supported by field and laboratory studies. Those concerned with soils problems of farmers will find it a useful reference.

The book highlights two ideas which distinguish it from many, that is, the significance of the removal and loss of top soil to productivity capacity and the yield to scientific soil treatment.

### Assistance Wanted

Cecil D. Sanderson, Roberts County Extension Agent, S. Dak., recently sent a letter to 1,500 farmers, giving them a very brief explanation of the farm and home assistance program. He asked them to return the enclosed card if they were interested in attending an explanatory meeting soon after. Out of 450 farmers, 30 percent returned their cards, significant evidence that farmers are interested in this type of Extension work.

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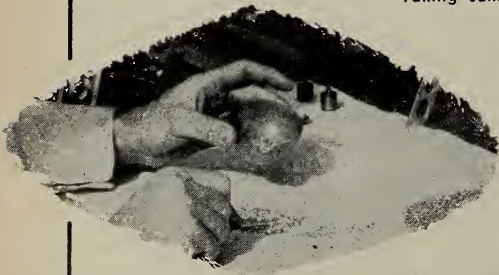
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. . . . the Food and Drug Administration is testing wheat in interstate transit and condemning it for food use if it:

(a) Contains more than two rodent pellets per pint, or comparable amounts of other contamination.

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. . . . the Commodity Credit Corporation requires that wheat meet Food and Drug Administration sanitary requirements to be eligible for price-support loans.

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